GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:5969
ANSWERED ON:06.05.2002
REVAMPING OF ASHOK HOTEL
GANGASANDRA SIDDAPPA BASAVARAJ

Will the Minister of TOURISM AND CULTURE be pleased to state:

he plan of India Tourism Development Corporation (ITDC) for revamping/refurbishing AshokHotel to make it break-even within a year?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

Ashok Hotel, New Delhi having been dropped from the process of disinvestment for thetime being ITDC has drawn the following Action Plan to make it break-even in the next two years:

- Launching of an aggressive and planned marketing campaign to target all segments of potential customers.
- Bringing about improvement in guest services.
- Introduction of modern management techniques to make the hotel operation efficient and effective.
- Improving the existing infrastructure to enhance the guest facilities.
- Improving brand identity by enhancing the image of the hotel through better services and repeat clientele.
- Taking measures for generating regular fixed income.
- Exercising strict control over expenditure and regular monitoring of income.